



WORKFORCEDEVELOPMENT
COUNCIL

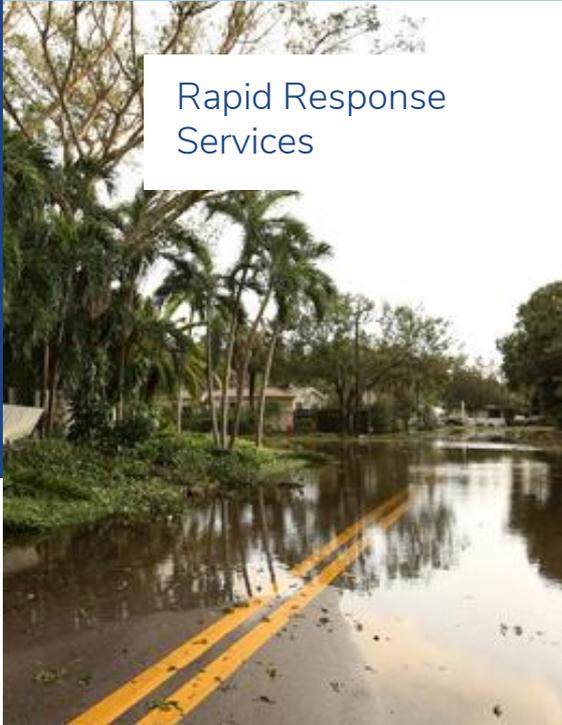
Outreach & Branding Services

Update for Employer Engagement Committee
Aug. 22, 2018

Getting To Know WDC



A screenshot of the HireNet Hawaii website. At the top, there is a navigation bar with the HireNet Hawaii logo, a "Sign In" button, and links for "Back to DLIR" and "Important DLIR Notification". Below the navigation bar are six circular icons representing different user groups: Employers, Job Seekers, Veterans, Youth, Workforce Contacts, and Language. The main content area features a "Search for a Job" section with a search form. The form includes a text input for "Enter Keyword", a dropdown for "Zip Code or City" (set to "Statewide"), and a "Search" button. Below the search form, there is a note about Equal Opportunity Employer/Program and auxiliary aids. At the bottom of the page, there is a footer with the Department of Labor and Industrial Relations logo, a list of links (Privacy, Disclaimer, Accessibility, Screen Reader Theme, Terms of Use, Contact Us), and copyright information for Geographic Solutions, Inc. The American Job Center logo is also present in the footer.



1. Identity Assessment

Qualitative assessment:

- 25 interviews with business leaders
 - Employers on O'ahu, Maui, Hawai'i and Kaua'i
 - Large and small businesses
 - Established and growing industries

Quantitative assessment:

- Statewide survey of businesses
 - Obtaining bids from SMS, OmniTrak, and Ward Research
 - Research firm to be selected based on cost and proposal
 - Online survey methodology for efficiency and effectiveness
 - In the field in October

Preliminary Interviewee List (Based on WDC Affiliation)

Industry	O'ahu	Kaua'i	Maui	Hawai'i
1. Agriculture	Michael Kamiya, Kamiya Gold**			
2. Construction	Sheryl Nojima, Gray, Hong, Nojima & Associates**			
3. Energy	Alicia Moy, Hawaii Gas**	→		
4. Financial	Beth Whitehead, American Savings Bank**	→		
5. Healthcare	Yvette Gibson Hawai'i Pacific Health**	→		

** = WDC Board Member

(continued on slide 5)

Preliminary Interviewee List (Based on WDC Affiliation)

Industry	O'ahu	Kaua'i	Maui	Hawai'i
6. Hospitality	Jason Ito, Kyo-ya**	→		
7. Restaurants				
8. Retail				Barry Taniguchi, KTA**
9. Technology	Sunshine Topping, Hawaiian Telcom**	→		

** = WDC Board Member

2. Branding Identity

- Branding identity concepts
 - American Job Center Hawaii
 - Localizing the brand
 - Articulating the brand (Five Categories of Brand Personality)
 - Sincerity
 - Excitement
 - Competence
 - Sophistication
 - Ruggedness
- Brand maintenance process and users guide
- Brand rollout plan

3. Outreach Plan

- Key Performance Indicators
- Audience Profiles
- Key Messages
- Strategies
 - Increasing awareness
 - Building relationships and partnerships
 - Statewide strategies
 - Island-specific strategies
 - Industry-specific strategies
- Proposed Activities and Schedule
- Materials and Estimated Costs

Project Timeline

